ABSTRACT

A method (800) and apparatus (100) are disclosed for predicting a level of interest in an item, such as the size of an audience for a television program, based on the selection history (120) of multiple users and the extent to which the item is recommended (220) to the multiple users. The size of an audience for a given program can be predicted based on, for example, the percentage of users to which the given program is "highly recommended." A method (900) for calibrating the accuracy of the predictions using measurement data indicating the actual size of the audience is also disclosed. A comparison of the predicted and actual audiences allows a correction factor to be generated to improve subsequent predictions.